

PRESS RELEASE

Contact:

Katie Niederee – On behalf of Earth Day Dallas

Katie_Niederee@richards.com

214-891-7694



Jennifer Minezaki – On behalf of Radio Disney

Jennifer.Minezaki@Disney.com

818-569-5929

RADIO DISNEY AM 620 TO HOST 2012 EARTH DAY DALLAS FESTIVAL FAMILY ZONE

DALLAS (March 9, 2012) – Earth Day Dallas (EarthDayDallas.org) is delighted to announce that it is teaming up with Radio Disney AM 620 (RadioDisney.com/Dallas), part of the #1 radio network for kids, tweens and families, for its 2012 festival.

Earth Day Dallas will include a Family Zone powered by Radio Disney AM 620, which will feature the Radio Disney AM 620 Road Crew hosting on-stage entertainment. Activities will include teaching kids and parents how to use recycled materials for fun arts and crafts projects, not to mention interactive entertainment and prizes.

“We’re thrilled to have Radio Disney AM 620’s creativity for such a significant aspect of the festival,” said Susan Brosin, director of Earth Day Dallas. “Earth Day Dallas is a family-friendly, weekend event, so we invite individuals of all ages to come to Fair Park to learn and have fun.”

Last year’s festival was the second largest Earth Day celebration in the country, with more than 48,000 attendees and participation from community organizations, major corporations and world-renowned speakers.

The 2012 festival is April 21-22 at Fair Park in Dallas. Events will focus on entertaining, inspiring and educating North Texans with various ways to think, work and live green by showcasing emerging green technology, providing eco-friendly family activities, presenting enlightening lectures from environmental leaders, a variety of music and much more.

For more information about the 2012 festival, visit EarthDayDallas.org.

About Earth Day Dallas

Earth Day Dallas begins April 21, 2012, with a two-day festival at Fair Park. Events will focus on entertaining, inspiring and educating North Texans with various ways to think, work and live green by showcasing emerging green technology, providing eco-friendly family activities, presenting enlightening lectures from environmental leaders, a variety of music and much more. Find out more at EarthDayDallas.org, follow us at @EarthDayDallas or check out our Facebook page.

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About Radio Disney AM 620

Radio Disney AM 620 is part of the #1, 24-hour radio network devoted to kids, tweens and families. Kids help pick the music that is played and are encouraged to interact via a toll-free phone line to the Radio Disney studio. The network's current playlist, driven by listener requests and representing major record labels, includes recording artists Selena Gomez, Justin Bieber, Taylor Swift, Katy Perry, Cody Simpson, Mindless Behavior, Hot Chelle Rae and Adele. The network is available on 31 owned terrestrial radio stations and is also available via RadioDisney.com, Sirius and XM satellite radio on channel 79, iTunes Radio Tuner, mobile phones, the Radio Disney iPhone and Android Apps, and the Radio Disney Facebook page.

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